Alison

LEARNER RECORD

Learner Details

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Date of Birth:	7th December 1976

Total Study Time:

142:19:46

Certified Courses

Score
98%

Completed On
2020-04-17

Diploma in Web Design

Aimed at both the beginner and intermediate web designer, this comprehensive, easy-to-understand course will teach you the fundamentals of web development tools and techniques. The course will first guide you through the essential tools for web page development including HTML, Cascading Style Sheets (CSS), and Adobe Dreamweaver. You'll be shown how to create a HTML page and then how to easily and quickly add content, images, links, tables and lists to it.

Score
100%

Completed On
2020-05-21

Google Analytics

The course will first show you how to use Google Analytics to see how well your paid keywords perform in terms of conversion rate, revenue and ROI. You will then learn how to identify problem areas in your campaigns by looking at your bounce rate. Next you will see how to track sales down to the product level and refine your keyword bid amounts based on ROI calculations.

Maeve Richardson

Director of Certification

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Google Applications for Business

This course begins by introducing you to Google Analytics. Google Analytics gives you access to an abundance of data. You can see where your visitors are coming from, what content is popular, and if your goals being converted. You will learn how to link and optimise AdWords to analytics, find poor performing campaigns and keywords, track e-commerce, improve location and placement targeting, use site search, identify high spenders, and segment AdWords traffic.

Score
83%

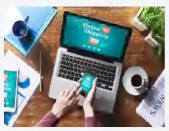
Completed On
2020-05-20

Developing Business Ideas The Google Way

This course begins by teaching you how to develop business ideas the Google way. You will learn that ideas can come from everywhere and you should give ideas credit, not credit for ideas. You will learn the benefits of working in an environment with a lot of smart people and how working on your passion 20% of your time, doing whatever you want, fuels a huge amount of creativity and innovation. You will then learn the importance of making mistakes and learning from them.

Score
100%

Completed On
2020-05-21



Building an Online Business

This free online business course provides future e-commerce, review, and social networking site owners with valuable insights. It's not just about getting your business up and running. It's about creating a website that is easy to navigate, informative and has a domain name that is easy to remember. Doing so will ensure that your target market always comes back for more.

Score
80%

Completed On
2020-05-21

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Fundamentals of Marketing Your Business Online

Score
97%

Completed On
2020-04-16

This free marketing course is designed to help business owners increase their knowledge and understanding of what online marketing involves and how to implement a successful online marketing strategy using important online marketing tools. By going through the course, you will learn a number of smart ways to build an online marketing plan, how to promote your business online, and how to improve your Website landing page for greater customer conversion rates.

Social Media Strategy for Small Businesses

Score
80%

Completed On
2020-03-27

The course will teach you how to integrate social media platforms into your e-commerce website so that you can drive customer awareness of your brand and increase sales. The course begins by describing the need for a dynamic web presence, and then teaches you how to research and plan for a dynamic website.

Diploma in Building an Online Business

Score
87%

Completed On
2020-04-12

The course begins by introducing you to the different benefits of online marketing for your business. You will learn where e-commerce can be applied, the considerations before integrating e-commerce into your business, and the importance of creating a web presence for your business including the steps and options involved in doing so.

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LEARNER RECORD

Diploma in Tourism Studies

This course will first discuss the history of travel. You will study ancient and medieval travel, renaissance and modern travel, and travel in the USA. You will then look into the factors that influence travel which include the modes of transport, accommodation, time, money, and motivation. You will study the career opportunities in airlines, on cruises, and in travel agencies. The course will also cover tourist attractions, tourist amenities, and transport systems.

Score
93%

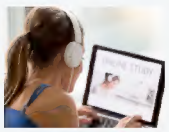
Completed On
2023-07-29

Alison Publishing Tool Training Course v2

Alison is delighted to announce the launch of its Alison Publishing Tool course which will introduce you to the many features and functionality of this free web-based tool for creating online courses. The course begins by showing you how typical courses on Alison are structured and introduces you to the concepts of modules and topics as used within the tool.

Score
96%

Completed On
2020-04-29



E-Learning Theory and Practice for Publishers

E-learning courses are delivered via digital devices like computers and smartphones, using words in the form of spoken or printed text and pictures such as illustrations, photos, animations, or videos. This course will first discuss the benefits of studying e-learning courses. You will study the Cognitive Theory of Multimedia Learning, the cognitive processes involved in learning, and the steps involved in developing course content.

Score
90%

Completed On
2020-04-25

Maeve Richardson

Director of Certification

Alison

LEARNER RECORD

Diploma on Hospitality and Tourism Management

Score
88%

Completed On
2023-08-21

This course will first discuss the history of travel. You will study ancient and medieval travel, Renaissance and modern travel, and travel in the USA. You will then look into the factors that influence travel which include the modes of transport, accommodation, time, money, and motivation. You will study the career opportunities in airlines, on cruises, and in travel agencies. The course will also cover tourist attractions, tourist amenities, and transport systems.

Diagnose Basic Car Electrical Problems Using Wiring Diagrams

Score
100%

Completed On
2025-04-09

Do you know what causes electrical problems in cars? How would you like to understand and diagnose car wiring issues yourself? In this electronics course, Automotive Service Excellence (ASE) master technician and instructor Steven Liguori teaches beginners the basics of automotive electrical wiring diagrams and schematics. The course aims to empower students to troubleshoot their vehicle's electrical problems or narrow down possible faults.

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